(b) the present volume of such surrogate advertisements, which are the companies and brands involved and the amount involved in such advertisements during the last two years;

(c) the time-frame to implement it; and

(d) the main features of the proposed law and the agency for its monitoring?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) All the programmes and advertisements telecast by TV channels through cable network are required to adhere to the Programme and Advertising Codes prescribed under the Cable Television Network (Regulation) Act, 1995 and rules framed thereunder. As per Rule 7(2) (viii) of the Advertising Code, no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants, infant milk substitutes, feeding bottle or infant food.

(b) The Government does not maintain details of total advertisements telecast on private television channels.

(c) and (d) This Rule 7(2) (viii) is already being implemented. The Government has issued an order on 12.04.2005 directing all TV channels to strictly adhere to Rule 7(2) (viii) of the Cable Rules, 1994. In Inter-ministerial Committee looks into the violations of the Programme and Advertising Codes prescribed under the Cable Act. The Committee either *suo-moto* or on receipt of a complaints, examiners cases of violation of the Codes. Show cause notices are issued in the first instance to TV channels telecasting objectionable programmes/advertisements in the violation of the Codes and incase of violations being established, TV channels are directed not to telecast/re-telecast the advertisements.

Radios and TVs

531. SHRI K. B. KRISHNA MURTHY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the estimated number of Radios and TVs which are being used by the people;

(b) the estimated number of Radios and TVs sold every year; and

(c) whether there is any proposal to revive annual licence fee for the Radio and TV or impose a one-time tax to make the Prasar Bharati Corporation financially viable?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) As per the Indian Readership Survey, 2005, the estimated number of TV households in the country is 87.53 million. Further, as per the information available from Consumer Electronics and TV Manufacturers' Association (CETMA) sources for 2001, the Radio ownership is estimated to be 129.68 million.

(b) The Ministry of Information and Broadcasting does not maintain any centralized data on the estimated number of Radios and TVs sold every year in the country.

(c) No, Sir.

Downlinking of programmes and advertisements by foreign news channels

532 SHRI B. J. PANDA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government are contemplating to prohibit foreign news channels downlinking into India from carrying any programmes or advertising specifically targeted for the Indian audience; and

(b)whether this will not only hit the foreign news channels like BBC/ CNN but also some of the foreign sports channels which are currently airing news capsules during the course of the day?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) The Government has recently issued downlinking guidelines for television channels uplinked form abroad and downlinked in India. These guidelines, *inter alia*, provide that no News and Current Affairs channel shall be permitted to be downlinked if it does not meet the following additional conditions; (i) That it does not carry any advertisements aimed at Indian viewers; (ii) That it is not designed specifically for Indian audience; (iii) That it is a standard international channel; (iv) That is has been permitted to be telecast in the country in its uplinking by the regulatory authority of that country. However, the